

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG27/12 16.42  
\*\*\*CHANGES\*\*\* \*\* WFTV-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # 6556 SALESMAN # \_\_\_\_\_  
BUYER NAME ELISE CLOYD

BUYER NAME	<u>ELISE CLOYD</u>
SALES PRSN	<u>WA- JOE KNAUER</u>

TOWSON, MD 21286

	CLASS: NATL.	LOCAL	REGIONAL
--	--------------	-------	----------

---

**Table 1** Demographic characteristics of study population

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE AUG27/12 16.42

STA =

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021

AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

RPOF-HUKILL, GAETZ, GARDINER

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS
AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 1958												
6	S		1135P-1205A	30		\$725.00	9/12	9/14	0		W-F	0
PROGRAM : NITELINE												
CON COM1: 1X PER DAY												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
24	A		1135P-1205A	30		\$725.00	9/12	9/13	3		W-TH	3
PROGRAM : NIGHTLINE												
ORD COM1: NIGHTLINE LATE ON FRIDAY IT RUNS 1205A-1235A												
THIS IS A MAKE-GOOD FOR SEP12 ON LINE-6 FOR 3 SPOTS/WK												
23	S		800P-1000P	30		\$9,250.00	9/17	9/17	0		MON	0
PROGRAM : DANCING WITH STARS												
25	A		800P-1100P	30		\$9,250.00	9/17	9/17	1		MON	1
PROGRAM : CMA FESTIVAL												
ORD COM1: PRGM CHANGE: CMA												
THIS IS A MAKE-GOOD FOR SEP17 ON LINE-23 FOR 1 SPOT/WK												
STATION MAKEGOOD OFFERS:												
M1	OK'D	BUY#6	MISSED:W-F/1135P-1205A				SEP12(3/WK)		30S	\$725.00	(AUG27/12)	
			OFFER:W-TH/1135P-1205A				SEP12(3/WK)		30S	\$725.00	PLS ADVISE.	
			CMT:NIGHTLINE LATE ON FRIDAY IT RUNS 1205A-1235A									
M2	OK'D	BUY#23	MISSED:MON/800P-1000P				SEP17		30S	\$9,250.00	(AUG27/12)	
			OFFER:MON/800P-1100P				SEP17		30S	\$9,250.00	PLS ADVISE.	
			CMT:PRGM CHANGE: CMA									
SEP/12			67950.00									
CONTRACT TOTAL												67950.00
TOTAL SPOTS												40

MARKET TOTALS \$188,750

WFTV 36% WKMG 16% WESH 29% WOFL 16% WKCF 1% WRBW 1% CABL 0%

WOPX 0% WRDQ 1% EFTV 0%

SVC- NSI

DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE